

Making Better Connections Study

Accessible Transit Advisory Committee
January 25, 2022

Making Better
Connections



OCBUS



Purpose

- Evaluate OC Bus performance and ridership trends
- Last restructuring study completed in 2012 and implemented as OC Bus 360 in 2016-2018
- Transit landscape has undergone major changes
 - Uber and Lyft
 - Ridership decline
 - COVID-19 pandemic

Outcome

- OC Bus route alignment and schedule changes
 - 1.625 million annual revenue vehicle hours
- Modified or new OC Flex zones
- Study recommendations will aim to better align transit services with changing travel patterns, specifically when and where people are traveling

Goals and Guiding Principles

- Improve customer experience and grow ridership by
 - Matching service to markets
 - Preserving and improving core service
 - Leveraging innovation and technology to reduce customer wait and travel times

Overview

Phase 1: Research and Data Collection (June 2021-February 2022)

- Review recommendations from previous planning efforts
- Fall 2019 and 2021 OC Bus, OC Access, and OC Flex performance analysis
- 2019 and 2021 travel data analysis

Phase 2: Recommendation Development (February 2022-October 2022)

- Draft and final Service Plan

Implement Service Plan: February and June 2023 service changes

Public Involvement Plan

Goals

- Create awareness of the Making Better Connections Study
- Maximize reach to all target audiences
- Encourage participation in providing feedback

Target Audiences

- Previous and existing OC Bus customers
- Diverse and disadvantaged communities
- Faith-based and social service organizations
- Cities, schools, and employers
- News media
- General public

Public Involvement Plan

Public and Customer Outreach (multilingual)

- Digital communication
- Printed brochure/questionnaire
- Telephone hotline
- Print and broadcast advertisement
- Community meetings
- Pop-up events
- Bus ride-alongs
- Stakeholder interviews
- Local jurisdiction communication
- Local media
- OCTA Advisory Committee meetings
- Public hearing

Next Steps

Public Outreach: January 24th – February 18th

We want to hear from you!

Project website: OCbus.com/Connections

Take the survey!